

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BMR 2044 PROMOTIONAL MARKETING
(All sections / Groups)

17 Oct 2015
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This Question paper consists of 4 pages with 2 Sections only.
2. **Section A:** Answer all **TWO (2)** questions.
Section B: Answer any **TWO (2)** of the **THREE (3)** essay questions.
3. The distribution of the marks for each question is given at the end of each question.
4. Please write all your answers in the Answer Booklet provided.

SECTION A: ESSAY QUESTIONS (50 MARKS)**INSTRUCTION: ANSWER ALL TWO QUESTIONS**

Yesterday night, an urgent instruction had been received from the Dean of Faculty of Business, MMU requesting students to design a creative print advertisement. This print advertisement will be placed in TM corporate monthly magazine. The details of this invitation as follow:

Ad Subject:

Final Year Project (FYP)

Ad Problem:

The new BBA program structure allows students the choice to opt for FYP as an elective subject. Thus MMU's students have lost interest in the market research as there is nothing differentiates the FYP from other subjects' assignments. A promotion campaign is needed to advertise the FYP. The FYP also needs to be repositioned. This will lead students to distinguish FYP from other subjects' assignments.

Product Characteristics:

FYP is an extreme research-based subject unlike others. It has combined variations of research fundamentals and principles (building research questions, research methodology, techniques for data analysis, results interpretations etc.) to provide the ultimate knowledge that marketers need. Reasonably heavy workload when a comparison is made against competing subjects. The FYP trains students to be independent, self-discipline, timely and be intuitive sense.

Advertising Objective:

The desired result from FYP reposition is for students to believe that this is the most durable knowledge on the entire BBA program. With this image in the students' minds, Faculty of Business (FOB) hopes to gain a postgraduate student base among Delta's year students. FOB wants students to believe FYP is the only subject with the ability to cater the growing needs of today's competing market.

Target Market:

Delta's year students who are graduating from MMU, 21-24.

These students will start their first job and need state-of-the-art knowledge in every aspect of gaining market intelligence.

Selling Idea:

To motivate the students to respond to the advertisement.

Media Consideration

Printed advertisements only

Continued...

QUESTION 1

You are required to design a creative printed advertisement to fulfill the advertising objective by sketching your printed advertisement on the A4-sized plain sheet provided.

Your sketch printed advertisement must include new and inspiring messages that motivate students to respond to the advertisement and can get through all the clutters and in the same time reserve the requirements of five ad structures (promise of benefit; spelling out of benefit; amplification of story; proof of claim; and action to take).

[25 marks]

QUESTION 2

- a) Based on Question 1 above, identify the leverage point? Why leverage point is important. How do you construct a quality leverage point?

(6 marks)

- b) What are the three main components of attitude? Explain each in brief.

(3 marks)

- c) Based on your sketch printed advertisement (Question 1) and explain three (3) possible ways of how leverage point is related to the three components of attitude.

(9 marks)

- d) How the five elements of creative brief affect the choice of advertising appeal? Students are required to cite an example for each element and explain how those elements affect the choice of advertising appeals.

(8 marks)

[25 marks]

Continued...

SECTION B: ESSAY QUESTIONS (50 MARKS)**INSTRUCTION: ANSWER ANY TWO (2) QUESTIONS****QUESTION 3**

- a) Develop a Means-Ends Chain (MEC) and label clearly each level of elaborations based on the advertisement that you have sketched for Question 1. The sketch should indicate clearly at least three elements at the bottom (lowest) level, three elements at the intermediate level and two elements at top (highest) level.

(5 marks)

- b) Examine any two (2) roles in MEC leading to the buying conviction.

(10 marks)

- c) Compare evoked sets, inept sets and inert sets. State any (2) two differences.

(6 marks)

- d) Why is identifying those sets important to the advertising design?

(4 marks)

[25 marks]

QUESTION 4

- a) Discuss the five (5) characteristics used to evaluate the spokesperson based the printed advertisement.

(15 marks)

- b) Make five (5) practical suggestions to an effective spokesperson

(10 marks)

[25 marks]

Continued...

QUESTION 5

- a) Describe three-exposure theory. Why an individual need to be exposed to advertising campaign three times for it to be effective?
(5 marks)
- b) How three-exposure theory differs from recency theory? Identify any (2) two differences.
(5 marks)
- c) What three (3) types of consumers can pass along buzz marketing messages
(6 marks)
- d) How do you ensure buzz marketing remains effective? Examine any three (3) preconditions to buzz marketing effectiveness
(9 marks)
- [25 marks]

End of Page.

